



WFLX

ORDER

Print Date 10/05/12 Page 1 of 2

Flight Dates 10/09/12-10/15/12Order Sep 00:15:00Contract / Revision 833043 /Product

FL Dem Party (Sachs, Bruno, Smith

Estimate #

Alt Order # 06364431

Original Date / Revision
10/05/12 10/05/12Agency Com 15%Billing Type CashBilling ContactOrder Type PoliticalAdvertiser FL Democratic Party919 Catherine Street
Philadelphia, PA 19147Billing Cycle EOM/EOCBilling Calendar BROADCASTAgency Dudley MediaDemographic A35+Buying ContactRev Codes Agency Political Pol-Candid919 Catherine Street
Philadelphia, PA 19147Sales Office H-DCProduct Codes PL610Sales Region NationalPriority P 2Agency RefAdvertiser RefPrimary Account Executive
Will Hilderbrandt

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Will Hilderbrandt | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| DFLX | % | |
| WFGC | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPTV | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| October 2012 | 19 | \$6,396.25 | \$7,525.00 | 0.00 | 10/01/12 | 10/15/12 | 19 | \$6,396.25 | \$7,525.00 |
| Totals | 19 | \$6,396.25 | \$7,525.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|------------------------|------------|
| E 1 | WFLX | 10/09/12 | 10/12/12 | MORNING NEWS 7A FOX 29 MORNING NEWS | Comm | 7-8A | -TWTF-- | :30 | 4 | \$100.00 | P 2 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | 4 | | | | \$100.00 | | 0.00 | | | |
| E 2 | WFLX | 10/09/12 | 10/12/12 | MORNING NEWS 8A FOX 29 MORNING NEWS | Comm | 8-9A | -TWTF-- | :30 | 4 | \$100.00 | P 2 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | 4 | | | | \$100.00 | | 0.00 | | | |
| E 3 | WFLX | 10/10/12 | 10/10/12 | Wed Hour 1 X-FACTOR | Comm | 8-10P | --1---- | :30 | 1 | \$1,425.00 | P 2 | 0.00 | NM | 1 | \$1,425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |



WFLX

Print Date: 10/05/12

Page 2 of 2

Contract / Revision

833043

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser FL Democratic Party

Product FL Dem Party (Sachs, Brun

Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 3 | WFLX | 10/10/12 | 10/10/12 | Wed Hour 1 X-FACTOR | Comm | 8-10P | --1---- | :30 | 1 | \$1,425.00 | P 2 | 0.00 | NM | 1 | \$1,425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --1---- | | | | | 1 | \$1,425.00 | | 0.00 | | | |
| E 4 | WFLX | 10/11/12 | 10/11/12 | Thu Hour 1 X FACTOR | Comm | 8-9P | ---1--- | :30 | 1 | \$1,425.00 | P 2 | 0.00 | NM | 1 | \$1,425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ---1--- | | | | | 1 | \$1,425.00 | | 0.00 | | | |
| E 5 | WFLX | 10/09/12 | 10/14/12 | Late News M-Sun TEN O'CLOCK NEWS | Comm | 10-11P | -TWTFSS | :30 | 6 | \$525.00 | P 2 | 0.00 | NM | 6 | \$3,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTFSS | | | | | 6 | \$525.00 | | 0.00 | | | |
| E 6 | WFLX | 10/15/12 | 10/15/12 | Late News M-Sun TEN O'CLOCK NEWS | Comm | 10-11P | 1----- | :30 | 1 | \$525.00 | P 2 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$525.00 | | 0.00 | | | |
| E 7 | WFLX | 10/15/12 | 10/15/12 | MORNING NEWS 7A FOX 29 MORNING NEWS | Comm | 7-8A | 1----- | :30 | 1 | \$100.00 | P 2 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| E 8 | WFLX | 10/15/12 | 10/15/12 | MORNING NEWS 8A FOX 29 MORNING NEWS | Comm | 8-9A | 1----- | :30 | 1 | \$100.00 | P 2 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 19 | \$7,525.00 |

NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WFLX-TV West Palm Beach, FL Date 10-5-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office of FL. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

| Length of Broadcast | Time of Day, Rotation or Package | Days | Class of time | Times per Week | No. of Weeks | Rate |
|---------------------|----------------------------------|------|---------------|----------------|--------------|------|
|---------------------|----------------------------------|------|---------------|----------------|--------------|------|

- See Attached -

| | |
|---|---|
| Date of First Broadcast <u>10-9-12</u> | Date of Last Broadcast <u>10-15-12</u> |
|---|---|

WFLX # 833043Total Charges: \$ 6396.25 net

The broadcast time will be used by Florida Democratic Party - Sachs/Brown/Smith
 I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brown/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Loonzelle, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 10-5-12(Candidate or Agent) Bob Dudley☒ Accepted☐ RejectedBy [Signature]Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

| | |
|-------------------------------|-----------------------------------|
| TO: John Heislman | STATION: WFLX |
| FROM: Will Hildebrandt | HRP OFFICE: WASHINGTON, DC |
| | |

REQUEST RECEIVED FROM

DATE: 9-20-12

| |
|---|
| BUYER: Bob Dudley |
| AGENCY: Dudley Media |
| ADDRESS: 919 Catharine Street, Philadelphia PA 19147 |
| PHONE #: 215 923 8812 |
| FAX #: |
| OTHER: |

AVAILS FOR

| |
|---|
| COMMITTEE: Florida Democratic Party: Sachs, Bruno, Smith |
| CHAIRPERSON: |
| TREASURER: Alma Gonzlez |
| ADDRESS: 214 Bronough St Tallahassee, FL 32301 |
| PHONE #: 850 222 3411 |
| FAX #: |
| OTHER: |

FOR

| |
|---------------------------------------|
| CANDIDATE: Sachs, Bruno, Smith |
| OFFICE: State Senate |
| PARTY: Democrat |

| |
|-----------------------------------|
| DAYPARTS: All |
| SCHEDULE DATES: As Ordered |
| COMMERICAL LENGTH: :30 |
| PROGRAMS: All |

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

| | | | |
|--------------|------------------|--------------------|----------------|
| TO: | John Heislman | STATION: | WFLX |
| FROM: | Will Hildebrandt | HRP OFFICE: | WASHINGTON, DC |
| | | | |

REQUEST RECEIVED FROM

DATE: 9-20-12

| | |
|-----------------|---|
| BUYER: | Bob Dudley |
| AGENCY: | Dudley Media |
| ADDRESS: | 919 Catharine Street, Philadelphia PA 19147 |
| PHONE #: | 215 923 8812 |
| FAX #: | |
| OTHER: | |

AVAILS FOR

| | |
|---------------------|---|
| COMMITTEE: | Maria Sachs |
| CHAIRPERSON: | |
| TREASURER: | |
| ADDRESS: | 14812 South Military Trail Delray Beach, FL 33445 |
| PHONE #: | |
| FAX #: | |
| OTHER: | |

FOR

| | |
|-------------------|--------------|
| CANDIDATE: | Maria Sachs |
| OFFICE: | State Senate |
| PARTY: | Democrat |

| | |
|--|------------|
| DAYPARTS: | All |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30 |
| PROGRAMS: | All |
| PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE | |



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

| | | | |
|--------------|------------------|--------------------|----------------|
| TO: | John Heislman | STATION: | WFLX |
| FROM: | Will Hildebrandt | HRP OFFICE: | WASHINGTON, DC |
| | | | |

REQUEST RECEIVED FROM

DATE: 9-20-12

| | |
|-----------------|---|
| BUYER: | Bob Dudley |
| AGENCY: | Dudley Media |
| ADDRESS: | 919 Catharine Street, Philadelphia PA 19147 |
| PHONE #: | 215 923 8812 |
| FAX #: | |
| OTHER: | |

AVAILS FOR

| | |
|---------------------|-------------------------------------|
| COMMITTEE: | Frank Bruno |
| CHAIRPERSON: | |
| TREASURER: | |
| ADDRESS: | Po Box 2005 Daytona Beach, FL 32115 |
| PHONE #: | 386 341 2021 |
| FAX #: | |
| OTHER: | |

FOR

| | |
|-------------------|--------------|
| CANDIDATE: | Frank Bruno |
| OFFICE: | State Senate |
| PARTY: | Democrat |

| | |
|---------------------------|------------|
| DAYPARTS: | All |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30 |
| PROGRAMS: | All |

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

| | | | |
|--------------|------------------|--------------------|----------------|
| TO: | John Heislman | STATION: | WFLX |
| FROM: | Will Hildebrandt | HRP OFFICE: | WASHINGTON, DC |
| | | | |

REQUEST RECEIVED FROM

DATE: 9-20-12

| | |
|-----------------|---|
| BUYER: | Bob Dudley |
| AGENCY: | Dudley Media |
| ADDRESS: | 919 Catharine Street, Philadelphia PA 19147 |
| PHONE #: | 215 923 8812 |
| FAX #: | |
| OTHER: | |

AVAILS FOR

| | |
|---------------------|--|
| COMMITTEE: | Chris Smith |
| CHAIRPERSON: | |
| TREASURER: | |
| ADDRESS: | 1740 Northwest 3 rd court Fort Lauderdale, FL 33311 |
| PHONE #: | |
| FAX #: | |
| OTHER: | |

FOR

| | |
|-------------------|--------------|
| CANDIDATE: | Chris Smith |
| OFFICE: | State Senate |
| PARTY: | Democrat |

| | |
|--|------------|
| DAYPARTS: | All |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30 |
| PROGRAMS: | All |
| PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE | |